



Video prices

2026



Video prices 2026

Big Screen

Advertising form (genre)	Spot length	Gross CPM in €	
		Run of TV Streaming TV	Run of Site
BigScreen Spot (ATV & In-Stream)	10", 15", 20"	100	
	30"	105	
CTV Spot (Pre- AND Mid-Roll) (In-Stream)	10"-20"	100	110
	21"-30"	105	115
ATV Spot (ATV)	10", 15", 20"	110	
Switch In Spot (ATV)	10"	100	
Switch In Bumper (ATV)	6"	75	
Switch In XXL (ATV)	10"	70	

Multiscreen

Advertising form (genre)	Spot length	Gross CPM in €				
		Run of Gaming	Run of Network	Run of Channel	Run of TV Streaming TV	Run of Site
xMedia Spot (ATV & In-Stream)	10", 15", 20"		65	75	90	
	30"		70	80	95	
Pre – AND Mid-Roll (In-Stream)	10"-20"	40	50	65	80	90
	21"-30"	45	55	70	85	95
Pre- OR Mid-Roll (In-Stream)	10"-20"	45	55	70	85	95
	21"-30"	50	60	75	90	100
xMedia Bumper (ATV & In-Stream)	6"		55			
Bumper (Pre- AND Mid-Roll) (In-Stream)	6"		40	55		80
xMedia Frame (ATV & In-Stream)	10"			70		
Standard Content Frame (In-Stream)	10"			70		95

- Notes:
- Prices under "Multiscreen" always refer to payout on all technically available devices (CTV, desktop, tablet, mobile). Optional: Customised combination of devices + €10, CTV exclusion: free of charge
 - The above prices apply up to a spot length of 30 seconds (exception: bumper ad up to 9 seconds). There is a gross CPM surcharge of €5 for every 5 seconds of additional spot length for in-stream.
 - Individualised inventory compilations on request.
 - Delivery subject to availability - no entitlement to delivery on specific devices or inventories.



Targeting prices 2026

Gross CPM surcharges in €

Profile-based targeting	
Sociodemographics / interest	+10
Smart Group/ Behaviour Group	+15
Custom Targeting	On request
Sequential targeting	
Reminder/ Incremental	+10
Frequency ¹	+15
Geo targeting²	
State, city, postcode area	+5

¹ Surcharges apply exclusively to cross-genre extensions based on linear TV.
² For ATV spots, localised playlist of motifs can only be booked in combination with "Sociodemographics".



General booking conditions

All prices in euros and subject to price adjustments during the year.

Subject to changes and errors.

The minimum booking volume for

ATV & xMedia:

- 15,000 € net invoice amount (national campaigns)
- 7,500 € net invoice amount (regional campaigns)

Digital:

- 7,500 € net invoice amount

- Not all forms of advertising can be booked on all channels or in all environments in all price categories.
- Not all formats can be booked on all sites or in all price categories.
- Delivery subject to availability - no claim to delivery on certain inventories or devices.
- You can find the GTCs at www.ad-alliance.de/agb

Terms of payment:

- Invoice due within 10 days of invoice date.
- A 2% discount will be granted within this period, unless there are still older receivables.



Contact us

Ad Alliance – Headquarter

Ad Alliance GmbH
Picassoplatz 1
50679 Köln
Telefon: +49 221 456-20
Fax: +49 221 456-26999

info@ad-alliance.de
www.ad-alliance.de

Ad Alliance – Sales offices

Sales Office North
Überseeallee 10
20457 Hamburg
Telefon: +49 40 286686-282

Verkaufsbuero.Hamburg@ad-alliance.de

Sales Office centre
Speicherstraße 53
60327 Frankfurt am Main
Telefon: +49 69 219338-282

Verkaufsbuero.Frankfurt@ad-alliance.de

Sales Office west
c/o Design Offices GmbH
Kaistraße 5
40221 Düsseldorf
Telefon: +49 211 90168-0

Verkaufsbuero.Duesseldorf@ad-alliance.de

Sales Office south
Balanstraße 73 (Haus 31 E)
81541 München
Telefon: +49 89 380153-282

Verkaufsbuero.Muenchen@ad-alliance.de



The General Terms and Conditions of Ad Alliance GmbH apply,
available at www.ad-alliance.de/agb.

Ad Alliance GmbH acts as a service provider for the marketer Media Impact GmbH & Co:

Ad Alliance GmbH acts for Media Impact on behalf of and for the account of Media Impact GmbH & Co.

The General Terms and Conditions of Media Impact GmbH & Co. KG apply, available at: www.mediaimpact.de/de/agb, unless
otherwise indicated.